ABSTRACT OF THE DISCLOSURE

Provided is an image forming process which can effectively suppress the occurrence of separation electrification between a belt surface layer and an image-receiving layer of an electrophotographic image-receiving sheet at a cooling and separation unit, prevent dust from adsorbing to charges at each surface thereof, and print high quality images having near-photographic quality, in which a belt-fixing smoothing device having a heating and pressuring member, a belt member, a cooling device, and a cooling and separating unit is used to conduct fixing treatment to an electrophotographic image-receiving sheet. In this case, a surface resistivity (SR1) of one side of the image-receiving sheet on which an image is formed satisfies the formula $1.0 \times 10^9\ \Omega/cm^2 \leq SR1 \leq 1.0 \times 10^{14}\ \Omega/cm^2$, and a surface resistivity (SR2) of one side of the belt member which becomes in contact with the image satisfies the formula $SR2 \leq 1.0 \times 10^{14}\ \Omega/cm^2$.